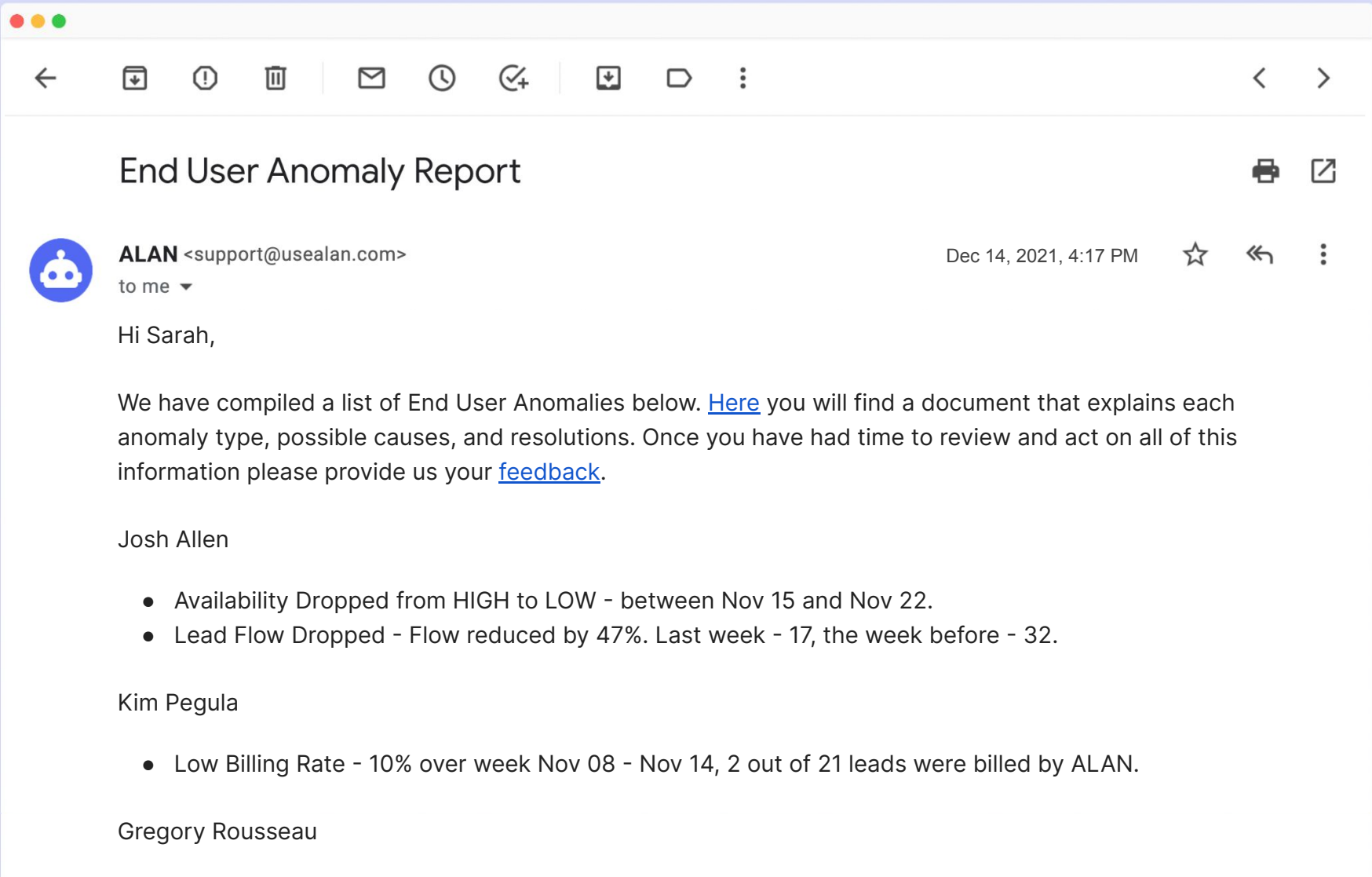




End User Anomaly Reports

Tuesday, December 14, 2021



End User Anomaly Report



ALAN <support@usealan.com>

to me ▼

Dec 14, 2021, 4:17 PM



Hi Sarah,

We have compiled a list of End User Anomalies below. [Here](#) you will find a document that explains each anomaly type, possible causes, and resolutions. Once you have had time to review and act on all of this information please provide us your [feedback](#).

Josh Allen

- Availability Dropped from HIGH to LOW - between Nov 15 and Nov 22.
- Lead Flow Dropped - Flow reduced by 47%. Last week - 17, the week before - 32.

Kim Pegula

- Low Billing Rate - 10% over week Nov 08 - Nov 14, 2 out of 21 leads were billed by ALAN.

Gregory Rousseau

But really, why is this important?



Healthy End Users



Happy End Users



Everyone Makes Money



Availability Dropped

- ▶ **Possible Cause:** End User or Certified Partner either intentionally or unintentionally edited the availability.
 - ▷ **Resolution:** Work with End User to set greater availability in Acuity.



ALAN

Scheduling

December 2021 ▾

< >

S	M	T	W	Th	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

APPOINTMENTS

Appointment Calendar

Clients

Reports

CLIENT SCHEDULING PAGE

Scheduling Page Link

Customize Appearance

BUSINESS SETTINGS

Today's Appointments 0 appointments

Today Week Month < >

New Block

Calendars



Search...



🕒	01222021EU Test (GMT-6:00) Central Time	11042021 TwilioEU (GMT-7:00) Mountain Time	ALAN Test EU (GMT-6:00) Central Time	Alexander Prince (GMT-6:00) Central Time	Will Arana ALAN EU Testing (GMT+11:00) Eastern Time - Sydney
1am					
2am					
3am					
4am					
5am					
6am					

Availability End User Communication

Hello (End User Name),

I hope you are having a wonderful day. I noticed that your availability on ALAN could be better. Let's work out a plan to open up your availability so ALAN will be able to schedule more leads for you. This is a great opportunity to drive more leads and revenue into your business! I would suggest you open up (insert days and hours that ALAN suggests). Please let me know if you need any assistance in updating your availability.

Best,

Certified Partner Name



Lead Flow Dropped

Flow decreased more than 40% from the previous week.

- ▶ **Possible Cause:** End User or Certified Partner either intentionally or unintentionally stopped advertising.
 - ▷ **Resolution:** Turn ads back on.
- ▶ **Possible Cause:** Poor ad performance.
 - ▷ **Resolution:** Adjust ads or set up new ads.
- ▶ **Possible Cause:** Broken integration.
 - ▷ **Resolution:** Reach out to ALAN Customer Support.



Low Billing Rate

The billing rate of this End User is below the average billing rate for their particular campaign.

- ▶ **Possible Cause:** End User has low quality leads
 - ▷ **Resolution:** Adjust marketing and ads to bring in more leads that are better suited for the particular offer that the end user is offering.
- ▶ **Possible Cause:** Poor lead experience.
 - ▷ **Resolution:** Ensure that the End User obtained consent to communicate with the lead and that the End User's offer and positioning is consistent throughout their advertising and ALAN My Info section. Also ensure that the End User is not overworking leads (sending extra messages that could be confusing) and that they have enough availability to accommodate the lead flow that they have.



Summary

- ▶ [End User Anomaly Descriptions](#)
- ▶ You can focus on the End Users that are having the least success and in turn have the greatest impact on your business.
- ▶ Most issues can be addressed with small changes over time.
- ▶ ALAN is here to help and looking to improve across the board. All feedback is welcomed!



Questions + Comments + Feedback

